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Frank M. Robinson -- Coca-Cola's Guiding Light

A couple months before Pemberton settled on a formula for his new creation, he was approached by Frank Robinson and David Roe. They tried selling Pemberton a printing device that produced two colors at one impression, but instead Pemberton sold these two men on his product, and the three men formed a partnership along with an old partner of Pemberton's named Ed Holland. It was Robinson who was responsible for the white Spencerian handwriting on red background that would become the most famous trade mark in the world. Frank Robinson also took over manufacture, promotion, and advertising of the new product.

On May 29th, 1886, just a couple of weeks after Mr. Pemberton settled